

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WPZS-FM CHARLOTTE, NC</u>	Date: <u>9.16.16</u>
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I, Midwest Communications & Media,
being/on behalf of: Dan Forest,
a legally qualified candidate of the Republican
political party for the office of: Lt. Governor
in the General Election
election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
60s'	6-10a	M-F	preemptible	14-14-14-2	4 wks
	10a-3p	M-F	"	" "	↓
	3-7p	M-F	"	" "	↓
	see attached				132

 Attach proposed schedule with charges (if available): \$7860

Client: Forest for Lt. Governor
 Product:
 Campaign: Urban Radio

Station Order

Rev #: 0
 Flight From: 10/17/2016 to 11/07/2016

Estimate No.:
 Contract No.:
 Job No.:

Market: CHARLOTTE
 Station: WPZS-FM
 Station Contact:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	MSA P 12+ (R)
				Rate/ Total						
1	MTWRF-- 06:00A-10:00A	AM 60		\$20.00 \$880.00	14	14	14	2	44	1.4 \$14.29
2	MTWRF-- 10:00A-03:00P	MD 60		\$20.00 \$880.00	14	14	14	2	44	1.2 \$16.67
3	MTWRF-- 03:00P-07:00P	PM 60		\$25.00 \$1,100.00	14	14	14	2	44	1.7 \$14.71
					\$2,860.00	42	42	42	6	132
					60.2		60.2			
						60.2		8.6		

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	84	120.4	\$1,820.00	\$15.12
Nov	48	68.8	\$1,040.00	\$15.12
	132	189.2	\$2,860.00	\$15.12

CONTRACT

WPZS-FM
8809 Lenox Pointe Dr
Suite A
Charlotte, NC 28273
Billing Fax: (704) 548.7817
(704) 548-7800

<http://praisecharlotte.com>

And:

Midwest Communications & Media
Attention: Robert Clegg
2015 Roundwyck Lane
Powell, OH 43065

Contract / Revision 324199 /		Alt Order #
Product Lt Governor		
Contract Dates 10/17/16 - 11/07/16		Estimate #
Advertiser Committee to elect Dan Forest		Original Date / Revision 09/19/16 / 09/19/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WPZS-FM	Account Executive Wanda Reid	Sales Office Local Charlotte
Special Handling		
Demographic Adults 25-54		
Agency Code	Advertiser Code	Product 1/2
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WPZS	10/17/16	11/07/16	Mon-Fri	6a-10a		1:00				NM	44	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				14	\$20.00				
	Week:	10/24/16	10/30/16	MTWTF--				14	\$20.00				
	Week:	10/31/16	11/06/16	MTWTF--				14	\$20.00				
	Week:	11/07/16	11/13/16	M-----				2	\$20.00				
N 2	WPZS	10/17/16	11/07/16	Mon-Fri Midday	10a-3p		1:00				NM	44	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				14	\$20.00				
	Week:	10/24/16	10/30/16	MTWTF--				14	\$20.00				
	Week:	10/31/16	11/06/16	MTWTF--				14	\$20.00				
	Week:	11/07/16	11/13/16	M-----				2	\$20.00				
N 3	WPZS	10/17/16	11/07/16	Mon-Fri PM Drive	3-7p		1:00				NM	44	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				14	\$25.00				
	Week:	10/24/16	10/30/16	MTWTF--				14	\$25.00				
	Week:	10/31/16	11/06/16	MTWTF--				14	\$25.00				
	Week:	11/07/16	11/13/16	M-----				2	\$25.00				
Totals								0.00				132	\$2,860.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	84	\$1,820.00	(\$273.00)	\$1,547.00
10/31/16 - 11/07/16	48	\$1,040.00	(\$156.00)	\$884.00
Totals	132	\$2,860.00	(\$429.00)	\$2,431.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

I represent that the payment for the above described broadcast time has been furnished by:

The Committee to Elect Dan Forest

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Judy Lewis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/16/16
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted
[Signature]
Signature

☐ Accepted in Part
Valerie P. Brooks
Printed Name

☐ Rejected

Title